ORDER

Orders

Order / Rev:

e 102148

Alt Order #:

06815975

Product Desc:

JOE HECK 4 CONGRESS

Estimate:

2214

Flight Dates:

10/01/12 - 10/07/12

Original Date / Rev:

05/24/12 / 07/17/12

Order Type:

GENERAL



Primary AE:

Sales Office:

Sales Region:

Amy McCreary

BLPHI

National

Agency

Name:

Strategic Media Placement, Inc.

Buying Contact:

Billing Contact:

7669 Stagers Loop

Delaware, OH 43015

Billing Type:

Billing Calendar:

Billing Cycle:

Agency Commission:

15%

Cash

Broadcast

EOM/EOC

Advertiser

Name:

Heck, Joe for Congress

A35+

PLC02

Product Codes: Priority:

Revenue Codes:

Demographic:

SELECT PRIORITY CODE

POLITICAL/AGY, PCAN, GEN

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date End Date # Spots Gross Amount Net Amount 10/01/12 10/07/12 85 \$38,850.00 \$33,022.50 Totals

Month # Spots Gross Amount Net Amount Rating October 2012 85 \$38,850.00 \$33,022.50 0.00 Totals 85 \$38,850.00 \$33,022.50 0.00

00:15:00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	37%	\$38,850.00
Market	100%	\$105,000.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	27%	\$28,350.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	20%	\$21,000.00
KTUD	0%	\$0.00
KVVU	16%	\$16,800.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

	Ln	Ch	Start	End	Inventory Code	Break	Start/End Tir	me Days	Len Sp	ots	Rate Pri	Rtg Type S	pots	Amount
-	E 1	KSNV	10/01/12	10/05/12	M-F 5-6a WakeUp v	v/Wæ@M	5-6a	MTWTF	:30	5	\$200,002	0.00 NM	5	\$1,000.00
					M-F 5-6a WakeUp v	w/Wagners								
		NEWS				_								
		<u>Star</u>	t Date I	End Date	<u>Weekdays</u> S	pots/Week	<u>Rate</u>	Rating						
	W	eek: 10/0	01/12	10/07/12	MTWTF	5	\$200.00	0.00						

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10/01/12 - 10/07/12

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Print Date: 07/17/12 11:58:41 Page 2 of 3 Heck, Joe for Congress JOE HECK 4 CONGRESS KSNV

Ln Ch Sta	rt End	Inventory Code E	reak	Start/End T	me Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1 KSNV 10/0	1/12 10/05/12	•		5-6a	MTWTF	:30	5	\$200.002	0.00 NM	5	\$1,000.00
NEWS		M-F 5-6a WakeUp w/Wa	gners								
Start Dat	e End Date	Weekdays Spots/	Neek	Rate	Rating						
Week: 10/01/12		MTWTF	5	\$200.00	0.00						
E 2 KSNV 10/0	1/12 10/05/12	M-F 6-7a WakeUp w/Wa@		6-7a	MTWTF	:30	10	\$475.002	0.00 NM	10	\$4,750.00
NEWS		M-F 6-7a WakeUp w/Wa	gners								
Start Dat	e End Date	Weekdays Spots/	<u>Neek</u>	<u>Rate</u>	Rating						
Week: 10/01/12		MTWTF	10	\$475.00	0.00						
E 3 KSNV 10/0	1/12 10/05/12	Today Show C Today Show	M	658a-9am	MTWTF	:30	10	\$500.002	0.00 NM	10	\$5,000.00
TODAY		Today Show									
Start Dat		Weekdays Spots/	<u>Neek</u>	<u>Rate</u>	Rating						
Week: 10/01/12		MTWTF	10	\$500.00	0.00						
E 4 KSNV 10/0	1/12 10/05/12	M-F Today Show II 3rd Ho M-F Today Show II	M	9-10a	MTWTF	:30	4	\$225.002	0.00 NM	4	\$900.00
TODAY II		W / Youldy Officer in									
Start Dat		Weekdays Spots/		Rate	Rating						
Week: 10/01/12 E 5 KSNV 10/0		MTWTF M-F Today Show III 4th 19	4	\$225.00 10am-11am	0.00	-20		#47E 000	0.00.104	_	44
L 3 RONV 10/0	1712 10/03/12	Today 4th Hour	IVI	roam-rram	MTWTF	:30	5	\$175.002	0.00 NM	5	\$875.00
TODAY III		•									
<u>Start Dat</u> Week: 10/01/12		<u>Weekdays</u> <u>Spots/\(\)</u>		Rate	Rating						
E 6 KSNV 10/0			5 M	\$175.00 12-1230pm	0.00 MTWTF	:30	5	\$225.002	0.00 NM	5	P4 40E 00
	1772 10700712	Noon News	,,,,,	12-1200pill	MII W 11	.50	3	φ220.002	O.OO INIVI	5	\$1,125.00
NEWS	= .5.										
<u>Start Dat</u> Week: 10/01/12		<u>Weekdays</u> <u>Spots/</u> MTWTF	Neek 5	<u>Rate</u> \$225.00	Rating 0.00						
E 7 KSNV 10/0			М	3-4p	MTWTF	:30	2	\$250.002	0.00 NM	2	\$500.00
est 111		Dr Phil		•				,		_	4000,00
PHIL Start Dat	e End Date	Weekdays Spots/	Mook	<u>Rate</u>	Rating						
Week: 10/01/12		MTWTF	2	\$250.00	0.00						
E 8 KSNV 10/0	1/12 10/05/12	M-F Early News C	M	5-630p	MTWTF~~	:30	15	\$575.002	0.00 NM	15	\$8,625.00
NEWS		M-F Early News									
Start Dat	e End Date	Weekdays Spots/	Neek	Rate	Rating		,				
Week: 10/01/12		MTWTF	15	\$575.00	0.00						
E 9 KSNV 10/0	1/12 10/05/12	• •	M	630-7pm	MTWTF	:30	5	\$795,002	0.00 NM	5	\$3,975.00
JEP		M-F Jeopardy									
Start Dat	e End Date	Weekdays Spots/	<u> Veek</u>	Rate	Rating						
Week; 10/01/12		MTWTF	5	\$795.00	0.00						
E10 KSNV 10/0	1/12 10/05/12	M-F Wheel C M-F Wheel of Fortune	M	7-730pm	MTWTF	:30	5	\$795.002	0.00 NM	5	\$3,975.00
WHEEL		WIT WINCE OF CITATIO									
Start Dat		Weekdays Spots/		Rate	Rating						
Week: 10/01/12		MTWTF Face to Face w/ RaistonC	5	\$795.00	0.00	-20		6450.000	0.00 104	l _	** ***
ETT KONV 10/C	11/12 10/03/12	Face to Face w/ Raistone Face to Face w/ J.Raisto		730-758pm	MTWTF	:30	5	\$450.002	0.00 NM	5	\$2,250.00
FACE											
Start Dat		<u>Weekdays</u> <u>Spots/</u> MTWTF		<u>Rate</u>	Rating						
Week: 10/01/12 E 12 KSNV 10/0		M-F News 3 at Eleven C	5 :M	\$450.00 11pm-1135p	0.00 m MTWTF	:30	5	\$575.002	0.00 NM	5	ቁ ኃ ልፖፍ ሰለ
1.0140 1070	.,, 12 10/00/12	M-F News 3 at Eleven	. (¥)	r ipin- i roopi	MINALE	.00	5	ψ313,004	U.UU INIVI	5	\$2,875.00
NEWS		W1-2			5 "						
<u>Start Dat</u> Week: 10/01/12		<u>Weekdays</u> <u>Spots/</u> MTWTF	Week 5	<u>Rate</u> \$575.00	Rating 0.00						
E 13 KSNV 10/0		***************************************	M	1135p-1237a		:30	3	\$275.002	0.00 NM	3	\$825.00
				,			-	,		·	7020,00

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KSNV

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Ln	Ch	Start	End	Inventory Code		Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
				The Tonight Show	N								
	LENO			Tonight Show									
	LENO										1		
	_	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
	/eek: 10/		10/07/12	MTWTF	3	\$275.00	0.00	•					
E 14	KSNV	10/06/1	2 10/07/12	Sa-Su News 3 at		11pm-1135p	mSS	:30	2	\$525.002	0.00 NM	2	\$1,050.00
				Sa-Su News 3 at	Eleven								
	NEWS			•									
	_	<u>rt Date</u>	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
<u>\</u>	/eek: 10/	01/12	10/07/12	SS	2	\$525.00	0.00						
E 15	KSNV	10/06/1	2 10/06/12	News 3 Sunrise -	SATUKCIM	6a-7a	S	:30	1	\$200.002	0.00 NM	1	\$200.00
				News 3 Sunrise	SATURDAY								
	NEWS												
	Sta	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
V	/eek: 10/	01/12	10/07/12	\$-	1	\$200.00	0.00						
E 16	KSNV	10/06/1	2 10/06/12	Saturday Today	СМ	7a-9am	S	:30	1	\$325.002	0.00 NM	1	\$325.00
				Saturday Today						,	-744 1	-	45,000
	SAT TO	DAY											
	Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
W	/eek: 10/	01/12	10/07/12	S	1	\$325.00	0.00						
E 17	KSNV	10/07/1	2 10/07/12	Sunday Today	CM	7a-8am	S	:30	1	\$250.002	0.00 NM	1	\$250.00
				Sunday Today			J	.00	•	Q200.002	0.00 1117		Ψ200.00
	SUN TO	DDAY		,									
	Sta	rt Date	End Date	Weekdavs	Spots/Week	Rate	Rating						
V	/eek: 10/		10/07/12	S	1	\$250.00	0.00		•				
E 19	KSNV	10/06/1	2 10/06/12	Sa-Su Early New	's CM	5pm-630pm	S-	:30	1	\$350.002	0.00 NM	1	\$350.00
	, ICOIT	10/00/	12 10/00/12	Sa-Su Early Nev		Spiri-030piii	3-	.50	'	Ψ300.002	O.CO INIVI	1	 Ф350.00
	NEWS			Ou Ou Larry 146V	V O								
		rt Date	End Date	Weekdays	Spots/Week	Rate	Rating			-			
10	<u>316</u> /eek: 10		10/07/12	vveekuays	<u>upotoriveer</u>	\$350.00	0.00						
	50K. 10/	01/12	10/0//12			φυυυ.συ	0.00						
											Totals	85	\$38,850.00